

**MANSFIELD DOWNTOWN PARTNERSHIP  
MEMBERSHIP DEVELOPMENT COMMITTEE MEETING  
Mansfield Town Hall, Conference Room B  
September 12, 2011  
8:30 AM**

**MINUTES**

Present: Frank McNabb (Chair), Alexinia Baldwin, Dennis Heffley, Jim Hintz,  
David Lindsay, Betty Wexler

Staff: Cynthia van Zelm

**1. Call to Order**

Frank McNabb called the meeting to order at 8:30 am.

**2. Approval of Minutes from August 8, 2011**

Betty Wexler made a motion to approve the August 8, 2011 minutes. David Lindsay seconded the motion. The motion was approved unanimously.

**3. Outreach Efforts**

**Cynthia van Zelm said she will ask Rich Orr, new Partnership Board member and Executive Officer to UConn President Herbst, about membership information to the Board of Trustees.**

Ms. van Zelm said there will be an article in the November 2011 edition of the UCONN Magazine (UConn's alumni magazine) about Storrs Center related to the groundbreaking.

Ms. van Zelm said she ordered five brochure holders which will contain membership brochure forms and a permanent flyer as background on membership. Due to cost, she only ordered five as opposed to ten. The Committee prioritized the five locations as the UConn Co-op, Jorgensen, the Alumni Center, the Lodewick Visitors Center, and the Community Center. The Committee will need to keep the brochure holders stocked.

Mr. McNabb, Mr. Lindsay, and Dennis Heffley committed to staffing the UConn football game on Sept. 16.

Mr. Heffley said that he had a commitment from the CT Economy magazine to do an article related to Storrs Center in its issue that comes out in 3 months.

Alexinia Baldwin said she had brought Oaks on the Square apartments info and membership brochures to St. Mark's Church. **She will follow-up with other churches in town.**

Mr. McNabb reported that there was a lot of interest in Storrs Center at the table the Partnership had at the UConn Co-op during UConn move-in weekend.

Ms. Wexler mentioned that there was a Foreign Students Assoc. that may be interested in the housing. **Ms. van Zelm will follow-up with Elizabeth Mahan with UConn Global Programs.**

The Partnership will not have a table at the UConn housing fair in the fall as it attracts many undergraduate students.

Mr. McNabb suggested that the Partnership have a table at some of the upcoming shows at Jorgensen.

**Mr. Lindsay will talk to Dean David Woods about a table at the Boston Pops on December 3 and the Vienna Symphony on November 15. At the next meeting, the Committee will discuss who can attend those events.**

**Ms. van Zelm will place the revised Committee charge on the Board agenda for October 6.**

**Mr. Lindsay will find out what is available as far as ads on the Student Union movie screen and on the Jumbotron at Gampel Pavilion.** Mr. Hintz said that when he was working on Census recruitment, he was able to put up information on the Jumbotron.

#### **4. Update on new Brochure**

Mr. McNabb suggested that the membership form be attached as a tear-off to the membership brochure and not as a separate form.

Ms. van Zelm said she will bring a draft of the new membership letter to the Committee for its review at the next Committee meeting.

The Committee suggested that the letter be positive and continue to include why membership is important. Perhaps, a construction photo could be included. A message to the current members would be that they have supported the Partnership as we moved forward and the Partnership needs membership to keep the momentum going.

#### **5. Next Meeting Date**

The Committee will meet on October 11 at 8:30 am.

## **6. Adjourn**

Ms. Baldwin made a motion to adjourn. Mr. Hintz seconded the motion. The meeting adjourned at 9:15 am.

*Minutes taken by Cynthia van Zelm.*